



## **Factors Affect on Developing Tourist Hotels in Batticaloa District**

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## ABSTRACT

Tourism industry has become very important in Sri Lanka economy as it generates more employment and entrepreneurship opportunities. Further it increases the foreign exchange income and thereby significantly contributes to the growth and development of the country. Batticaloa is one of the key districts in Sri Lanka for tourism. Whale watching, surfing, beautiful sea beaches, sea bath and etc which can attract foreign tourists are available there. This research reviews the different factors that impact on tourist hotels in Batticaloa District. Mainly political, economic, social, technological, environmental and legal factors that affect on tourism hotels is discussed star hotels, and tourist board approved guest houses are taken to collect needed data. This research report limitations were lack of time availability, respondents were unable to provide detailed information, low interested to answering the questions and lack of financial availability. The researcher has selected 30 hotels as the sample in order to carry on the study. In this research study the researcher collected data through structured interviews done with hotel managers and owners. The data collected from these hotel owners and managers were the input to the study. Based on the information given, the researcher has developed the research. The researcher has used thematic analysis method to analyze the data using Microsoft Excel 2013 software each question was analyzed separately and detailed conclusion was provide after the analysis. According to the analysis the government taxes have badly impact on Batticaloa district tourist's hotels , political environment factors significantly impact , economically environmental factors badly impact on Batticaloa district tourists hotels , environmental factors badly impact, technological factors are very important, providing pure and clean water is not difficult and legal environment has favorable in Batticaloa district tourists Hotels.

**Key words:** *tourists, Managers, tourist Hotels, Affects, factors*